

TOOELE COUNTY TOURISM PROFILE

County Indicator	2008	2009	2010	% Change 2009-2010	State Ranking
DEMOGRAPHIC					
Population	55,909	57,218	58,557	2.3%	7
Total Non-Ag Employment	15,526	15,446	15,644	1.3%	9
Non-Ag Avg Monthly Wage	\$3,412	\$3,294	\$3,409	3.5%	6
Per Capita Income	\$26,258	\$26,126	n/a	n/a	n/a
Unemployment Rate*	4.1%	7.7%	7.5%	-2.6%	16
SPENDING & EMPLOYMENT					
Spending by Travelers**	78,938,113	71,604,527	74,351,099	3.8%	12
Travel & Tourism Related Employment	1,560	1,381	1,399	1.3%	12
TOURISM TAX REVENUES					
Local Tax Revenues from Traveler Spending**	\$4,191,551	\$3,752,461	\$3,888,614	3.6%	12
Transient Room Tax	\$230,906	\$246,498	\$264,478	7.3%	17
Restaurant Tax	\$390,269	\$381,764	\$410,848	7.6%	9
Retail Sales					
Gross Taxable Retail Sales	\$563,761,417	\$594,789,482	\$576,284,995	-3.1%	10
REGIONAL VISITATION COUNTS					
Willard Bay S.P.	159,424	304,441	340,645	11.9%	
Antelope Island S.P.	256,901	273,510	285,390	4.3%	
Utah Lake S.P.	284,740	336,952	278,664	-17.3%	
Great Salt Lake S.P.	214,127	213,289	249,085	16.8%	
Camp Floyd S.P.	16,331	16,213	16,656	2.7%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2010 calculations

r = revised

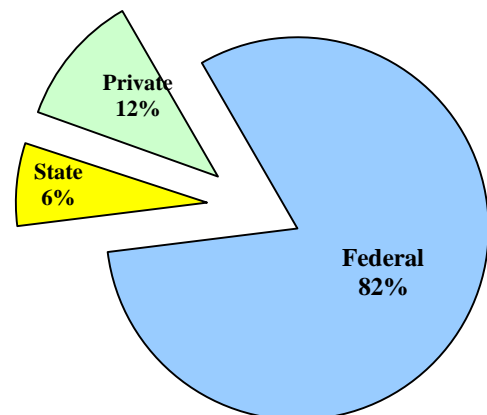
Land Ownership - 2010	No. of Acres	% Total
Total Acres in County	4,420,793	100.0%
Federal Government	3,641,183	82.4%
BLM	1,905,551	43.1%
US Forest Service	161,739	3.7%
National Park Service	--	--
National Wildlife Service	--	--
Other •	1,573,893	35.6%
State Government	313,161	7.1%
Utah State Parks & Recreation	564	0.0%
Utah State Wildlife Reserves	1,671	0.0%
State Trust Lands	257,985	5.8%
Other ••	52,941	1.2%
American Indian	19,501	0.4%
Private*	501,091	11.3%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2010



Tooele County Tourism Profile

